

## National Register of Historic Places Registration Form

## 1. Name of Property

Historic Name: Levine's Department Store

Other name/site number:

Name of related multiple property listing: N/A

## 2. Location

Street &amp; number: 800 S. Polk St.

City or town: Amarillo

State: Texas

County: Potter

Not for publication: ☐Vicinity: ☐

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this

☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:

☐ national ☐ statewide ☐ localApplicable National Register Criteria: ☐ A ☐ B ☐ C ☐ D\_\_\_\_\_  
Signature of certifying official / Title State Historic Preservation Officer\_\_\_\_\_  
Date

Texas Historical Commission

State or Federal agency / bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.\_\_\_\_\_  
Signature of commenting or other official\_\_\_\_\_  
Date\_\_\_\_\_  
State or Federal agency / bureau or Tribal Government

## 4. National Park Service Certification

I hereby certify that the property is:

☐ entered in the National Register☐ determined eligible for the National Register☐ determined not eligible for the National Register.☐ removed from the National Register☐ other, explain: \_\_\_\_\_\_\_\_\_\_  
Signature of the Keeper\_\_\_\_\_  
Date of Action

Levine's Department Store Building, Amarillo, Potter County, Texas

## 5. Classification

### Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

### Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

### Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: NA

## 6. Function or Use

**Historic Functions:** Commerce/Trade: Department Store

**Current Functions:** Vacant/Not in use

## 7. Description

**Architectural Classification:** Modern Movement: Moderne

**Principal Exterior Materials:** Brick, Terra Cotta, Marble, Granite

**Narrative Description** (see continuation sheets x)

Levine's Department Store Building, Amarillo, Potter County, Texas

## 8. Statement of Significance

### Applicable National Register Criteria

<input type="checkbox"/>	<b>A</b>	Property is associated with events that have made a significant contribution to the broad patterns of our history.
<input type="checkbox"/>	<b>B</b>	Property is associated with the lives of persons significant in our past.
<input checked="" type="checkbox"/>	<b>C</b>	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
<input type="checkbox"/>	<b>D</b>	Property has yielded, or is likely to yield information important in prehistory or history.

**Criteria Considerations:** N/A

**Areas of Significance:** Architecture

**Period of Significance:** 1936

**Significant Dates:** 1936

**Significant Person** (only if criterion b is marked): N/A

**Cultural Affiliation** (only if criterion d is marked): N/A

**Architect/Builder:** Rittenberry & Carder, Architects; Charles S. Lambie, Builder

**Narrative Statement of Significance** (see continuation sheets x)

## 9. Major Bibliographic References

**Bibliography** (see continuation sheet x)

### Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested.
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey #
- ☐ recorded by Historic American Engineering Record #

### Primary location of additional data:

- ☒ State historic preservation office (*Texas Historical Commission, Austin*)
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository:

**Historic Resources Survey Number** (if assigned): N/A

Levine's Department Store Building, Amarillo, Potter County, Texas

## 10. Geographical Data

**Acreage of Property:** less than 1 acre

### Coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: N/A

1. Latitude: 35.205390° Longitude: -101.837868°

**Verbal Boundary Description:** Lots 1-5, Block 0105 of the Plemons Addition, Amarillo, Potter County, Texas (Vol. 59, Page 198 of the Deed Records of Potter County, Texas)

**Boundary Justification:** The boundary includes all property historically associated with the building.

## 11. Form Prepared By

Name/title: John T. Campo, Jr. (with assistance from NR Coordinator Gregory Smith)

Organization: John T. Campo & Associates, Inc.

Street & number: 400 Poydras St, Suite 1410

City or Town: New Orleans

State: Louisiana

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Telephone: 504-598-4440

Date: March 24, 2016

## Additional Documentation

**Maps** (see continuation sheets pages x)

**Additional items** (see continuation sheets pages x)

**Photographs** (see continuation sheets pages x)

Levine's Department Store Building, Amarillo, Potter County, Texas

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## Photograph Log

- Photo 1: Building Exterior - Polk Street Façade
- Photo 2: Building Exterior – Polk Street and 8<sup>th</sup> Street Facades
- Photo 3: Building Exterior – Entrance at 8<sup>th</sup> Street w/ original mosaic tile floor
- Photo 4: Building Exterior - Entrance at Polk Street
- Photo 5: Building Exterior – 8<sup>th</sup> Street Façade
- Photo 6: Building Exterior – Polk Street facade
- Photo 7: Building Exterior - Ornamental Details
- Photo 8: Building Exterior – Ornamental Details
- Photo 9: Building Interior – First Floor
- Photo 10: Building Interior – First Floor
- Photo 11: Building Interior – Existing Staircase-Basement Floor
- Photo 12: Building Interior – Existing Staircase-Basement Floor
- Photo 13: Building Interior – First Floor
- Photo 14: Building Interior – Second Floor

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, D.C.

**SBR Draft**

## Description

The Levine's Department Store Building is a 2-story (with a full basement and partial mezzanine level) brick and terra cotta Art Deco commercial structure at the corner of South Polk Street and Southwest 8<sup>th</sup> Avenue in downtown Amarillo, Texas. The building is 24,400 square feet and rectangular in plan. Designed by Rittenberry & Carder Architects and built by Charles S. Lambie, the building was originally home to a Levine's Department Store, a prominent department store brand in the region. A Walgreens store also inhabited the corner of the first floor. The structural frame is reinforced concrete, with a yellow brick exterior that incorporates terra cotta, granite, and marble elements. There are windows on the first, mezzanine, and second levels. The building's exterior is in good condition. It has had some minor alterations since construction, including the relocation of the main entrances on the S. Polk Street façade and the removal of historic marquees.

## Exterior

The former Levine's Department Store has a Classical Moderne symmetrical façade composition and Art Deco detailing. Located on the corner of SW 8<sup>th</sup> Avenue and South Polk Street, Amarillo's first commercial corridor, it sits between the Fisk Medical Arts Building (NR #12001003) and the Santa Fe Building (NR #96000939). The pale yellow brick that dominates the building's façade, emblematic of the Moderne movement within Amarillo, can also be seen on the Santa Fe Building (NR #96000939), The Potter County Courthouse and Library (NR #96000938), and the Amarillo College Administration Building and Gymnasium (NR #91002023). The building retains many of its original historic elements on the exterior, making it an integral example of the Moderne style in Amarillo's commercial district.

The main hierarchy of the east façade is created by the stepped center and end pavilions. A secondary composition is created by three horizontal bands of cream terra cotta. The upper portion of the façade, containing the second floor, is punctuated by projecting pavilions; there are three in total, two at the ends and one placed centrally over the main entry. These pavilions are delineated by a stacked bond brick pattern and terra cotta parapet ornament. This technique is typical of the Moderne movement and harmonizes with the secondary hierarchy of tripartite composition, also characteristic of the style. Double-hung 4 over 4 lite windows at the second floor level are set in terra cotta frames engraved with a geometric design. These original windows are in good condition, though several individual panes of glass have been replaced over time. The central and end pavilions are further embellished with colorful terra cotta panels above the windows. They are abstract, geometric, and floral, exemplary of Art Deco ornamentation. The color and glaze of the terra cotta derive inspiration from Spanish-style pueblo ornamentation, suggesting a link to the Pueblo Deco style of the American Southwest. Below, smaller square fixed windows line the first floor mezzanine level, allowing for the tripartite composition within the two story structure. The ground level design is distinct from the other levels due to the large display windows, which are framed at the ends of the building by vertically fluted terra cotta pilasters. The northeast corner of this façade is now recessed at the former Walgreen's corner store entrance, which was included in the Levine's Department Store structure. The original Levine's display windows and marquees above have been removed, but the rhythm of openings is still apparent. They have been replaced with cream terra cotta infill that is identical to the original. The short stature of the building creates a horizontality that conforms to the Classical Moderne style. The design relates to contemporary commercial structures of its time and to pueblo architecture of the southwest. This seamless combination of architectural styles renders the building a perfect example of both place and time. The quantity and quality of original exterior ornamental details still intact illustrates the integrity of the building's design and workmanship and its significance in Amarillo's history.

The north-facing 8<sup>th</sup> Avenue façade, although secondary to the Polk Street façade, retains similar elements. The lack of a central pavilion is the only significant difference in the upper portion, and the mezzanine level is almost identical to Polk Street. However, the ground level of the 8<sup>th</sup> Avenue façade incorporates only two bays of display windows, one on each side of the 8<sup>th</sup> Avenue entrance located toward the northwestern corner of the building. In place of display window bays, the façade on this side has brick infill. The same fluted pilasters that cap the Polk Street façade's windows take a bolder presence here by highlighting the column grid at each bay.

The west side of the building is concealed in an alley and clad in the same yellow brick used for the two main façades. A fire escape hangs in the middle of the façade. The first floor has pairs of 4 over 4 double hung windows and the mezzanine level has 6 over 6 double hung windows. On the second floor, there are 4 over 4 double hung windows.

The south-facing side is directly adjacent to the two story commercial structure next door, which is approximately 42 feet tall at Polk Street. This building has a mechanical penthouse, not visible from Polk Street, which abuts the south elevation of the Levine's Department Store building. The south elevation parapet has simple terra cotta coping.

The interior layout, which was historically divided into two large tenant spaces, has been altered over time with changes in the building's function. The interior spaces consist of a regularly spaced grid of square concrete columns divided into several large spaces by added partition walls and dropped acoustic tile ceilings that are not original to the building. The second floor is largely undivided space punctuated by the column grid. The mezzanine level, which covers one third of the floor space, was originally used as a mechanical level.

Remaining interior historic elements include staircases with original railings, columns and respective detailing, and portions of original terrazzo floors, all of which contain elements emblematic of the Moderne style. The terrazzo floor remains on the first and basement levels. Two terrazzo stairs and ornamental metal railings, connecting the first floor to the basement, remain intact. Two sets of wide wooden stairs, also with original railings, connect the first floor to the mezzanine and the second floor above. The columns on the first and second floor retain the vertically fluted plaster finish and beveled edges. Ornament on column capitals displayed on the interior mirrors the terra cotta mosaics on the façade. Exposed brick walls and a brick elevator shaft remain at the basement level.

**SBR Draft**

## Statement of Significance

The Levine's Department Store building is a significant example of Classical Moderne design with Art Deco detailing in the historic commercial center of Polk Street in Amarillo, Texas. The building maintains a high degree of historic integrity and is a legacy to the commercial Moderne style in Amarillo. Constructed during a formative time within the history of Amarillo and the region's culture and history, the building was one of the few built with private funds during the era and stands as an heirloom of Amarillo's prosperity during the Great Depression. The building additionally serves as a unique, well-documented, and well-preserved example of Classical Moderne design with Art Deco detailing, and is nominated to the National Register under Criterion C in the area of Architecture at the local level of significance.

## Levine's Department Store

Founded by two brothers, William and Morris Levine, Levine's Department store originated in 1920 in Iowa Park, Wichita County, Texas. The store quickly expanded throughout North Texas. By the late 1950s, the chain included twenty stores in Texas, Arkansas, New Mexico, and Louisiana.<sup>1</sup> At the store's 50<sup>th</sup> anniversary in 1970, there were 150 stores in operation. The organization was incorporated in 1946, listed on the American Stock Exchange in 1959, and merged with Zale Corp in 1966. The company was sold for liquidation in 1977. The Levine's stores carried apparel for men, women, and children, shoes, fabrics, and home goods. The Amarillo store featured a "bargain basement," said to be the first in the Panhandle<sup>2</sup>, with standard brands located on the main floor. As Amarillo developed during the early twentieth century, Polk Street became a prominent commercial corridor for the city. Located on Eighth and Polk Streets, the Levine's Department Store was situated in the heart of the shopping district in Amarillo.<sup>3</sup>

## Historical Development of Amarillo<sup>4</sup>

The city of Amarillo was founded in 1887 along the Fort Worth and Denver City Railway line. In 1890 the city began to move from the "Old Town," which was damaged by flood in 1889, to its current location, where the commercial district was established on Polk Street. In 1893, Amarillo became the seat of Potter County. Through the early 20th century, economic growth fueled by ranching and railroad shipping led to a steady rise in the city's population, which reached 13,000 by 1913. From 1913 and 1921, the city adopted City Beautiful planning philosophies and implemented street paving programs, public sanitation projects, tree planting programs and parkland development.

The discovery of natural gas in 1918 in northeast Potter County dramatically changed the course of the city's development. Although virtually no market for natural gas existed at the time, the experience led to the formation of the Amarillo Oil Company, which struck oil in 1921. Additional drilling soon revealed that the Panhandle boasted the world's largest natural gas field. Wildcatters discovered oil in large quantities in nearby Hutchinson County in January 1926, and within weeks, 50,000 people poured into the newly-established town of Borger, in the center of the oil field. The gas and oil discoveries were followed by the establishment of refineries and shipping facilities in Amarillo and the expansion of the regional rail network. Amarillo's prosperity during the 1920s drew thousands of newcomers to Amarillo, and major oil companies such as Phillips, Shamrock, and Magnolia established headquarters in the city.

In 1926, the effects of the oil boom began to change the face of the city. Amarillo's first skyscrapers were erected on Polk Street, symbolizing the city's increasing importance as the center of the Panhandle oil and gas fields. More sophisticated building activity required the services of architects and engineers, attracting many regionally renowned architects to the city. Route 66, designated as a national highway in 1926, ran through the heart of Amarillo. It was a

<sup>1</sup> The *Amarillo Globe Times*, 07-17-1957.

<sup>2</sup> The *Amarillo Globe Times* – 09-18-1936.

<sup>3</sup> Advertisement in The *Amarillo Globe Times* – 09-17-1930.

<sup>4</sup> Adapted from the *Wolflin Historic District* (Amarillo, Potter County, Texas), National Register nomination, 1992.



**SBR Draft**

primary route for national commerce from Chicago to Los Angeles and a modern emigrant trail for those hoping to escape Midwest dustbowl conditions for the promise of a new life in the West. Thousands of newcomers poured into the city, leading to the expansion of suburban development. The construction boom is evidenced by the issue of nearly 400 building permits in Amarillo during the first quarter of 1926 alone.

The stock market crash of 1929, followed by a drop in agricultural prices in 1930, immediately slowed Amarillo's building boom. Although gas and oil revenues kept the local economy from collapsing completely, repeated agricultural failures in the region and the effects of the Great Depression curtailed Amarillo's expansion. Despite these setbacks, the city's population increased during the 1930s. The Levine's Department Store on Polk Street, constructed in 1936, during a difficult economic time for the region and the country, is evidence of prosperity in Amarillo during the Great Depression, as it was one of the few buildings constructed with private funds during the period.

### Architectural Significance<sup>5</sup>

The Levine's Department Store Building is a significant example of the Modern Classical style frequently utilized throughout Texas for civic and commercial buildings during the 1930s and 1940s. Buildings of this style are often categorized as "Art Deco" or "Art Moderne," terms derived from Paris's 1925 *Exposition Internationale des Arts Decoratifs et Industriels Modernes*, which is commonly (but imprecisely) used to describe a diverse assortment of "modernistic" art and architectural styles. The building's appearance is more accurately understood as a combination of fairly traditional design concepts with elements of the modern vocabulary associated with Art Deco and Moderne architecture. Richard Guy Wilson traces the origins of the Modern Classical style in the United States to Bertram Goodhue's National Academy of Sciences Building (1919-24) and Paul Cret's Folger Shakespeare Library (1928-1932), both in Washington, DC. Each building demonstrates a response to modernist ideals by retaining traditional monumental qualities, but abstracting historical styles and forms, and using simplified ornament in new design schemes. Both are classical in form and symmetry, but neither adheres to classical orders nor lavish ornament found in Beaux Arts design.<sup>6</sup>

A "modernistic" appearance was commonly achieved by utilizing a geometric, stylized form of ornamentation in place of a more literal interpretation of historicist design. This approach was applied to formal design components, such as columns and cornices, as well as in limited areas of applied decoration, often in the form of low-relief sculptural carvings and flattened moldings. Buildings designed in the Modern Classical style appealed to retailers who wanted to seem progressive without completely abandoning the familiarity and solidity of classical idioms. These attributes made the style an especially popular choice for commercial architecture in the 1930s.

Generally identified during the period as "Modernistic" the Moderne style and its variants had a significant influence on the built environment of Amarillo during the development of the city's oil and gas industry. The style represented modernization, industry, and technology by expressing new building techniques through the relationship between structure and ornamentation. It differed from historically-inspired revivalist styles that previously dominated architectural design, embracing clean geometric lines and naturalistic motifs. Many Work Progress Administration buildings were constructed in the Classical Moderne or PWA (Public Works Administration) Moderne style, which

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<sup>5</sup> Partially adapted from "Jack County Courthouse, Jack County, Texas" National Register nomination by Gregory Smith, 2012.

<sup>6</sup> Wilson, Richard Guy. "Modernized Classicism and Washington, D.C.," in *American Public Architecture: European Roots and Native Expressions*, Papers in Art History from the Pennsylvania State University, ed. Craig Zabel and Susan Scott Munshower (University Park: Pennsylvania State University, 1989), pp. 273-274; 279. Architectural historian Willard B. Robinson uses the term "Stripped Classic" in *The People's Architecture: Texas Courthouses, Jails, and Municipal Buildings* (Austin: Texas State Historical Association, 1983), while Jay Henry uses the term "Modern Classicism," and also acknowledges the terms "Starved Classic" and "Cret Classic," in *Architecture in Texas, 1895-1945* (Austin: University of Texas Press, 1993). Terms such as "PWA Deco" and "PWA Moderne," refer to New Deal building programs, and are often used to describe a variety of modernistic styles found in public buildings of the 1930s.

**SBR Draft**

emphasized horizontal lines and combined the symmetry typical of classical architecture.<sup>7</sup> With the influx of capital from the petroleum industry in the late 1920s, several significant buildings were constructed in Amarillo during this period. Extant examples include the 1936-37 Amarillo College Administration Building and Gymnasium (NRHP), and the 1930-32 Potter County Courthouse (NRHP), built by Amarillo contractor Charles Lambie, who was also responsible for Levine's Department Store.

Levine's Department Store exhibits a stepped, linear exterior façade typical of Modern Classical design with smooth materials, terra cotta and glazed brick. The symmetry and horizontal emphasis of Classical Moderne can be seen in the street façades, with corners anchored by pavilions that mimic the composition of Folger Library. The Levine's Department Store building also shows the influence of Art Deco design in its fine details, with geometric and stylized floral patterns on multicolored terra cotta panels. As a good local example of the style, the building is nominated to the National Register under Criterion C in the area of Architecture, at the local level of significance.

### **Architect: E. F. Rittenberry**

The architect of Levine's Department Store was Emmett F. Rittenberry, a popular and prolific Amarillo architect. Emmett F. Rittenberry completed his architectural training and did his first professional architectural work in the Dallas area during the first decade of the twentieth century. In 1916 he moved to Amarillo, where he worked for J. C. Berry and Co. Architects. In 1922 Rittenberry went into business as Emmett F. Rittenberry, Architect. Over the next few years he was associated with several partners; from 1929-1937 the firm was Rittenberry and Carder, with Macon O. Carder. The plans for 800 Polk Street were produced under the name Rittenberry & Carder Architects. Later, the firm continued to operate under Rittenberry's son, James F. Rittenberry, then his grandson James R. Rittenberry.

The Rittenberry firm specialized in commercial structures and public buildings, primarily schools. The firm prepared plans for a number of schools, churches, and mercantile buildings in Amarillo and all over the Panhandle. Buildings designed by Rittenberry include the Westminster Presbyterian Church, the educational building at the First Baptist Church, Stephen F. Austin Junior High School, Southwestern Public Service Co., Amarillo High School, William B. Travis Junior High School, Eastridge Elementary School, West Amarillo Christian Church, San Jacinto Baptist Church, Security Federal Savings and Loan Association, Blackburn Brothers, the Pioneer Natural Gas Building, Dalhart High School in Dalhart, and the Killgore Memorial Library in Dumas.<sup>8</sup> Levine's Department Store is a unique example of the Art Deco style in Rittenberry's body of work.

Levine's Department Store is also a unique example of E.F. Rittenberry's commercial architectural work. According to the Amarillo Historic Building Survey<sup>9</sup>, the building bears a striking resemblance to Amarillo's still-existing Kress Department Store Building, constructed four years earlier in the previous block of Polk Street. Although designed by different architects, the buildings were both constructed by the same contractor, Charles S. Lambie, and some features of the design are the same, the most obvious of which is the use of yellow brick for the façades of both buildings. Unlike the Kress building, however, Levine's more prominently displays a tripartite façade division typical of Art Deco and emphasizes horizontal lines typical of Classical Moderne.

<sup>7</sup> Fullerton Heritage; <http://www.fullertonheritage.org/Resources/archstyles/pwawpa.htm>

<sup>8</sup> Rittenberry Obituary – *The Amarillo Globe-Times*, 1964

<sup>9</sup> *Amarillo Historic Building Survey & Preservation Program Recommendations*, Charles Hall Page & Associates, March 1981.

Levine's Department Store Building, Amarillo, Potter County, Texas

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## **Bibliography**

*Amarillo Globe Times*, 09-17-1930.

*Amarillo Globe Times*, 09-18-1936

*Amarillo Globe Times*, 07-17-1957

Amarillo Historic Building Survey & Preservation Program Recommendations, Charles Hall Page & Associates,  
March 1981.

Fullerton Heritage; <http://www.fullertonheritage.org/Resources/archstyles/pwawpa.htm>

*Jack County Courthouse* (Jack County, Texas), National Register nomination by Gregory Smith, 2012.

Rittenberry Obituary, *The Amarillo Globe-Times*, 1964

*Wolflin Historic District* (Amarillo, Potter County, Texas), National Register nomination, 1992.

Levine's Department Store Building, Amarillo, Potter County, Texas

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Google Earth, accessed April 6, 2016

Lat: 35.205390° Long: -101.837868°





Levine's Department Store Building, Amarillo, Potter County, Texas

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Building Location on Polk Street in Amarillo





Levine's Department Store Building, Amarillo, Potter County, Texas

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"Motorcycle Officers Riding in Mother-In-Law Day Parade" – Date: 03-09-1938  
Amarillo Public Library PhotoArchive



Levine's Department Store Building, Amarillo, Potter County, Texas

SBR Draft

"Mother-In-Law Day Parade and the Hardin-Simmons Cowboy Band" – Date: 03-09-1938  
Amarillo Public Library PhotoArchive



Levine's Department Store Building, Amarillo, Potter County, Texas

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Polk Street at Night - Amarillo Public Library PhotoArchive





Levine's Department Store Building, Amarillo, Potter County, Texas

The Amarillo Globe-Times (Amarillo, Texas) – Sept. 17, 1936

PAGE FOUR

### From Newsboys to Merchants, Is Story Of Levine Brothers

From newsboys to merchants, owners of seven modern department stores in Texas and New Mexico, all this has been accomplished since 1903, the year the two Levine brothers, Morris and William, opened their first store on a street of 25,000 in New York, 10 miles northwest of New York City.

In announcing his own little achievement, that the history reads that in the store, one of the very first of the little store but you read about it in the history.

In 1903, the Levine brothers, who were a pioneer merchant, the two brothers sold newspapers. They saved their money. They decided to go into the dry goods business. A private loan was negotiated and the two brothers, the Levine brothers, in 1903, with some \$1,500, opened their first store.

That they could meet with competition, regardless of how large, if they had the right kind of merchandise. They had a year to have a New York City success. They had a year to have a New York City success. They had a year to have a New York City success. They had a year to have a New York City success.

**DEPARTMENT FOR CHILDREN**

YOUNGEST OF US TO FIND CLOTHING IN NEW YORK AT LEVINE'S

The Levine brothers, who were a pioneer merchant, the two brothers sold newspapers. They saved their money. They decided to go into the dry goods business. A private loan was negotiated and the two brothers, the Levine brothers, in 1903, with some \$1,500, opened their first store.

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### Amarillo Levine's Has Had One of Most Remarkable Growths

One of the most remarkable growths in the history of the Levine store has been the one in Amarillo. Amarillo's store was founded on February 11, 1928. Today, eight years later, a store costing \$125,000 has been established.

When the store was opened, it was a small store, but it has grown to a store of 100,000 square feet of floor space. It has a staff of 100 employees. It has a stock of \$1,000,000. It has a reputation for being the best store in the city.

Truth in Ads Pays, Smith Declares

One of the most remarkable growths in the history of the Levine store has been the one in Amarillo. Amarillo's store was founded on February 11, 1928. Today, eight years later, a store costing \$125,000 has been established.

When the store was opened, it was a small store, but it has grown to a store of 100,000 square feet of floor space. It has a staff of 100 employees. It has a stock of \$1,000,000. It has a reputation for being the best store in the city.

# LEVINE'S WATCH "PRICE TALK" NOW!

## AMARILLO'S UNDISPUTED BARGAIN BASEMENT

**WEEKS OF PLANNING... DAYS AND NIGHTS OF PREPARATION**

<b>CAR BLANKETS</b> Full size with Indian Design <b>\$1.</b>	<b>Men's Handkerchiefs</b> Starched and Folded <b>3c.</b>	<b>Men's Cotton Work Sox</b> White or Colored, All Sizes Washable <b>5c.</b>	<b>WHAT A SAVING!</b> 45x35" Pillow Cases Full Quality Full Size <b>10c.</b>
<b>4-6 UNBREAKABLE SHEETING</b> Full Size with Good Grade <b>17c.</b>	<b>MEN'S "WORKFOX" WORK SOX</b> 1/2 Grade Regular <b>10c.</b>	<b>"BOSS WALLACE" GLOVES</b> Standard Quality <b>10c.</b>	<b>Doors Open!</b> It's Here Folks... (the Department that is long for us) ... Values on Top of Values, sends you through this New and Cop

**WE RESERVE THE RIGHT TO LIMIT QUANTITIES**

**A Terrific Value! MEN'S DRESS SHIRTS**  
Full Window Box  
**46c.**

**We Feel Like Shouting This VALUE from the "HOUSE TOPS".....**

**150 Summer Dresses**  
Values from \$3.95 to \$12.85

**Evening Dresses Included WHILE THEY LAST!**

These are the kind of dresses that the crowd will be clamoring for long after they are gone. Don't fail to be among that lucky 100. 10 more will profit by this value.

**LEVINE'S BARGAIN BASEMENT**

**The Greatest Wash Frock Value in Years—Here!**

Not a Dress Worth Less Than \$1.00  
Some Worth up to \$1.49  
Clean Up at Business Style

**25c.**

There is no one to describe these dresses... if they're not the best value that you ever bought in these dresses... We'll gladly refund every cent of the purchase price. The only thing is to be here early.

**LEVINE'S BARGAIN BASEMENT**

**You Couldn't Ask for a BETTER VALUE in Women's Silk Hose**

Below Our Wholesale Cost!

- Pure Thread Silk
- Full Fashioned!
- Summer Shades!

There are no other people of the art. Remember, these are the best values that you will find in the LEVINE'S BARGAIN BASEMENT at all times.

**25c. PAIR**

**LEVINE'S BARGAIN BASEMENT**

<b>TURKISH BATH TOWELS</b> 4c.	<b>Domestic 38-INCH</b> 5c.	<b>OUTING 27-INCH</b> 5c.	<b>36-INCH Quilt Challies</b> 5c.	<b>RUGS 34x48</b> 29c.	<b>Oxford</b> \$1.69
<b>LEVINE'S PRICE TALK</b>	<b>LEVINE'S</b>				

**NEW LOCATION... EIGHTH AND POLK STREETS**

# LEVINE'S TALK "PRICE TALK" NOW!

## UNDERSELLING STORE!

**TO BRING YOU A MODERN DOWN-STAIRS STORE!**

**day, 9 A.M. TO 8 P.M.**

people of the Panhandle have been waiting for this! The Levine's Department Store.

<b>BOYS' DRESS SHIRTS</b> 25c.	<b>Store Hours FRIDAY 9 A.M. TO 8 P.M.</b>	<b>25c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>
<b>Plaid Blankets</b> 8 1/2 Wool	<b>25c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>
<b>Bed Sheets</b> Hemmed and Seamless	<b>25c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>
<b>36-in. BATISTE VOILE and PRINTS</b> A choice Selection of Patterns	<b>25c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>	<b>5c</b>

**LEVINE'S SCORE A "KNOCK-OUT" WITH THESE BEAUTIFUL NEW FALL FROCKS**

**Actual \$7.95 Values! \$2.99**

Refer to looking and you'll believe everything. It's what you see there, beautiful new fall frocks that were actually priced to sell for \$7.95. Not brought for a very special price for our grand opening. "Try to the minute" and find your wardrobe with the latest in every class.

**LEVINE'S BARGAIN BASEMENT**

**We Didn't Forget the Working Men... LOOK! MEN'S WORK SHOES**

With Genuine "Panco" Long Wearing Soles! **\$1.00**

Here's a value in Work Shoes that you'll remember for a long time. Genuine E.K. soles, long wear, comfortable, and, together and apart, to stand the hardest of wear. Complete stock of sizes.

**LEVINE'S BARGAIN BASEMENT**

**THIS VALUE WILL BRING YOU BACK TO LEVINE'S BASEMENT 300 PAIRS WOMEN'S SHOES**

Hurry Ladies!... We're Sorry There's Not Enough to Go Around!

Values to \$4.95 **25c.**

White, tan and black colors. All styles but no all sizes. So be here early for the best selection. Each and every pair is worth many times this low price.

**LEVINE'S BARGAIN BASEMENT**

<b>Big Jumbo School Tablets</b> 2 for 5c	<b>Loose Leaf Notebook Paper</b> 2 for 5c	<b>Outing 36-INCH</b> 10c.	<b>SOX 36-INCH</b> 8c.	<b>FEATHER PILLOWS</b> 50c.
<b>LEVINE'S PRICE TALK</b>	<b>LEVINE'S</b>			

**NEW LOCATION... EIGHTH AND POLK STREETS**

**STAIRS SLOPE IN NEW STORE**

CUSTOMER WILL NOT BECOME Tired Climbing These STAIRWAYS

One of the features of the new store, which is in the heart of the city, is the fact that the stairs are built on a slope. This is a feature that is not found in any other store in the city. It is a feature that is not found in any other store in the city. It is a feature that is not found in any other store in the city.

**SPECIAL JOURNALS TO MARKETS STOCK STORE FOR OPENING**

**\$6,000 STOCK PUT IN 1ST STORE HERE**

Mr. Levine's store was opened on February 11, 1928. It was a small store, but it has grown to a store of 100,000 square feet of floor space. It has a staff of 100 employees. It has a stock of \$1,000,000. It has a reputation for being the best store in the city.

**FIREPROOF BUILDING HOUSES NEW STORE**

Levine's store is a fireproof building. It is a store that is built on a solid foundation. It is a store that is built on a solid foundation. It is a store that is built on a solid foundation.

**Serving the Public**

Levine's store is a store that is built on a solid foundation. It is a store that is built on a solid foundation. It is a store that is built on a solid foundation.

**When You Visit Levine's Look For These**

Levine's store is a store that is built on a solid foundation. It is a store that is built on a solid foundation. It is a store that is built on a solid foundation.

**Weekly Classes Held To Aid Salespeople**

Weekly classes are held for the purpose of teaching salespeople the art of selling. These classes are held for the purpose of teaching salespeople the art of selling. These classes are held for the purpose of teaching salespeople the art of selling.

Levine's Department Store Building, Amarillo, Potter County, Texas

**SBR Draft**

**The Amarillo Globe-Times (Amarillo, Texas) –September 18, 1936**

"Thousands of Amarilloans and visitors from New Mexico and the Panhandle thronged Levine's this morning for the opening at the new location, Eighth Avenue and Polk Street. Extra employees were hired to take care of customers brought into the store by the merchandising event, said A. D. Goldline, manager. Levine's new home, of reinforced concrete, light fact brick, terrazzo floors, plaster walls and ceilings, was built by J. Ray at a cost of \$135,000. The Levine store has 24,400 square feet of floor space. The store was stocked with \$150,000 worth of merchandise for the opening. The Bargain basement – the first in the Panhandle – is a feature of the new store, really two stores in one. Well known, standard brands at popular prices are on the main floor. Morris and William Levine are the owners of the Amarillo establishment and also six other stores."

in Box 23,  
pany was  
officially

Build now! See John Maynard Lbr.  
FHA Loans. Long-Bell. Lbr. Co.

building a home on property she  
had purchased in Beverly Hills  
"until I have decided when, or if,  
I shall return to Sweden."

## Crowds Attend Opening Of Levine's New Store

Thousands of Amarilloans and visitors from New Mexico and the Panhandle, thronged Levine's this morning for the opening at the new location, Eighth Avenue and Polk Street. Extra employees were hired to take care of customers brought into the store by the merchandising event, said A. D. Goldline, manager. Levine's new home, of reinforced concrete, light face brick, terrazzo floors, plaster walls and ceilings, was built by J. Ray at a cost of \$135,000. The Levine store has 24,400 square feet of floor space. The store was stocked with \$150,000 worth of merchandise for the opening. The bargain basement—the first in the Panhandle—is a feature of the new store, really two stores in one. Well known, standard brands at popular prices are on the main floor. Morris and William Levine are the owners of the Amarillo establishment and also six other stores.

lars of Alcatraz

Current Photographs:



Levine's Department Store Building, Amarillo, Potter County, Texas

SBR Draft

Photo 1: Building Exterior - Polk Street Façade



Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 2: Building Exterior – Polk Street and 8<sup>th</sup> Street Facades





Levine's Department Store Building, Amarillo, Potter County, Texas

SBR Draft

Photo 3: Building Exterior – Entrance at 8<sup>th</sup> Street w/ original mosaic tile floor



Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 4: Building Exterior - Entrance at Polk Street





Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 5: Building Exterior – 8<sup>th</sup> Street Façade



Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 6: Building Exterior – Polk Street façade





Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 7: Building Exterior - Ornamental Details



Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 8: Building Exterior – Ornamental Details





Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 9: Building Interior – First Floor



Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 10: Building Interior – First Floor





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Photo 11: Building Interior – Existing Staircase-Basement Floor



Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 12: Building Interior – Existing Staircase-Basement Floor



Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 13: Building Interior – First Floor





Levine's Department Store Building, Amarillo, Potter County, Texas

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Photo 14: Building Interior – Second Floor

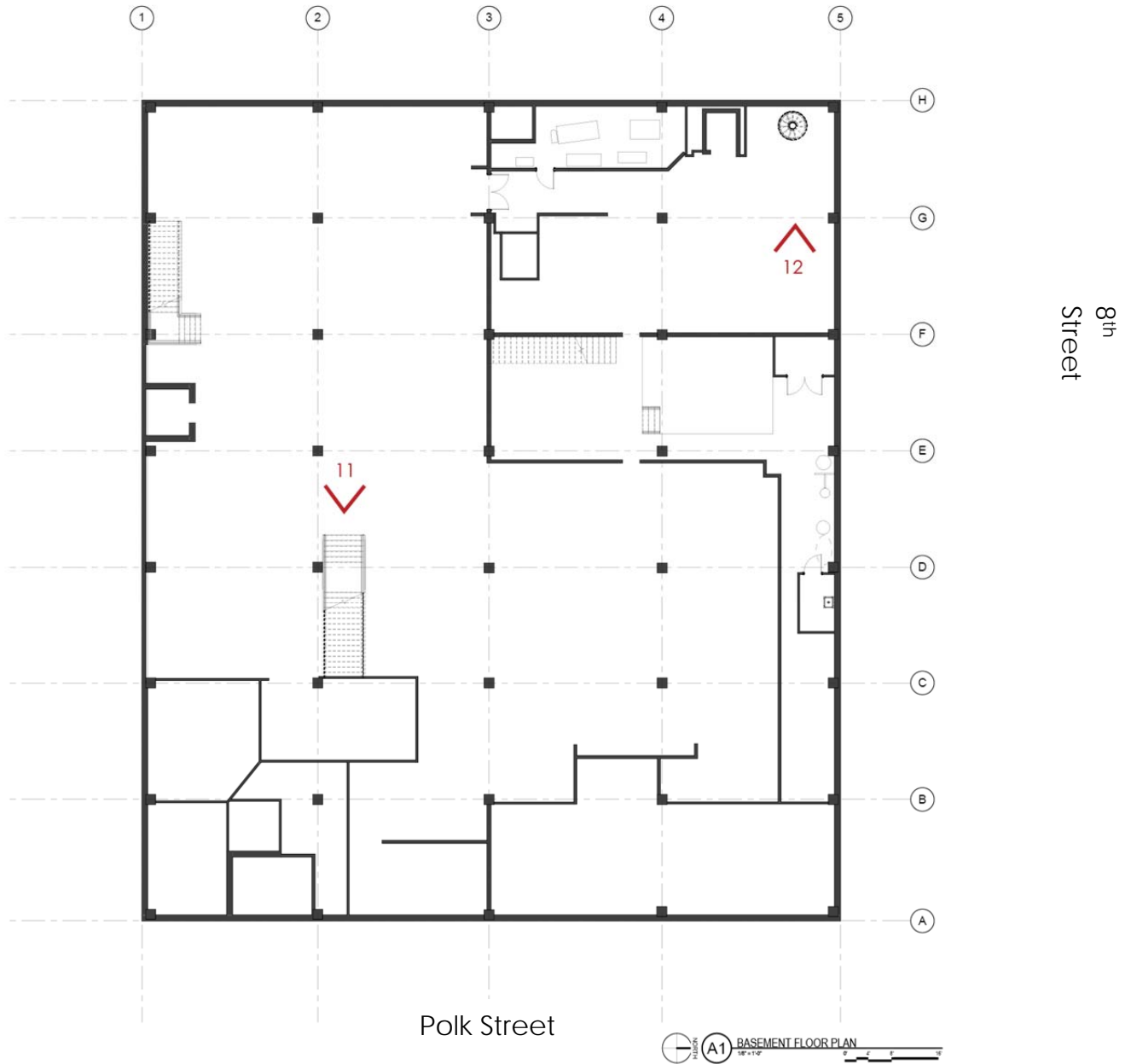




Levine's Department Store Building, Amarillo, Potter County, Texas

**SBR Draft**

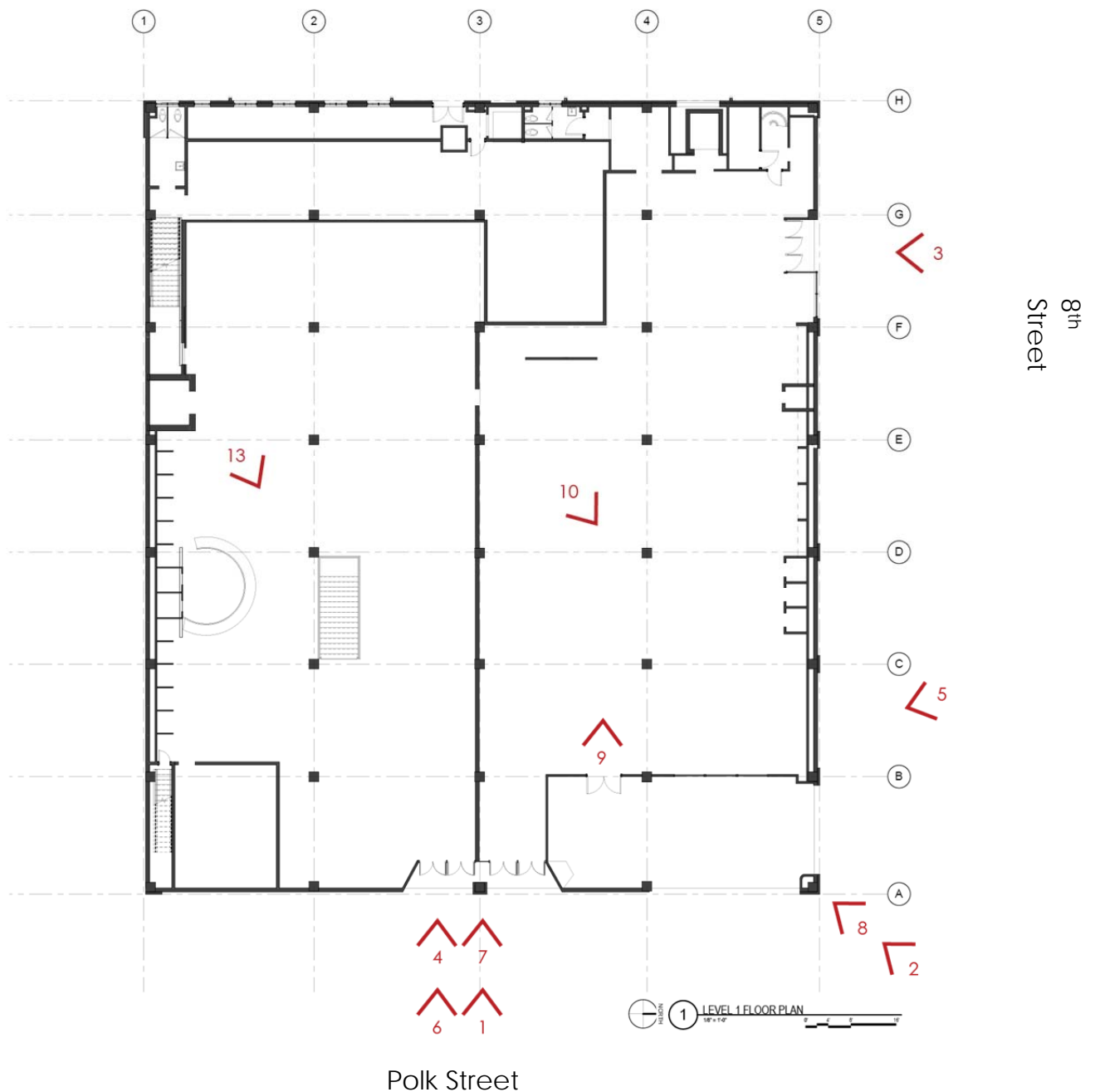
## Existing Conditions Basement Floor Photograph Key Plan



Levine's Department Store Building, Amarillo, Potter County, Texas

**SBR Draft**

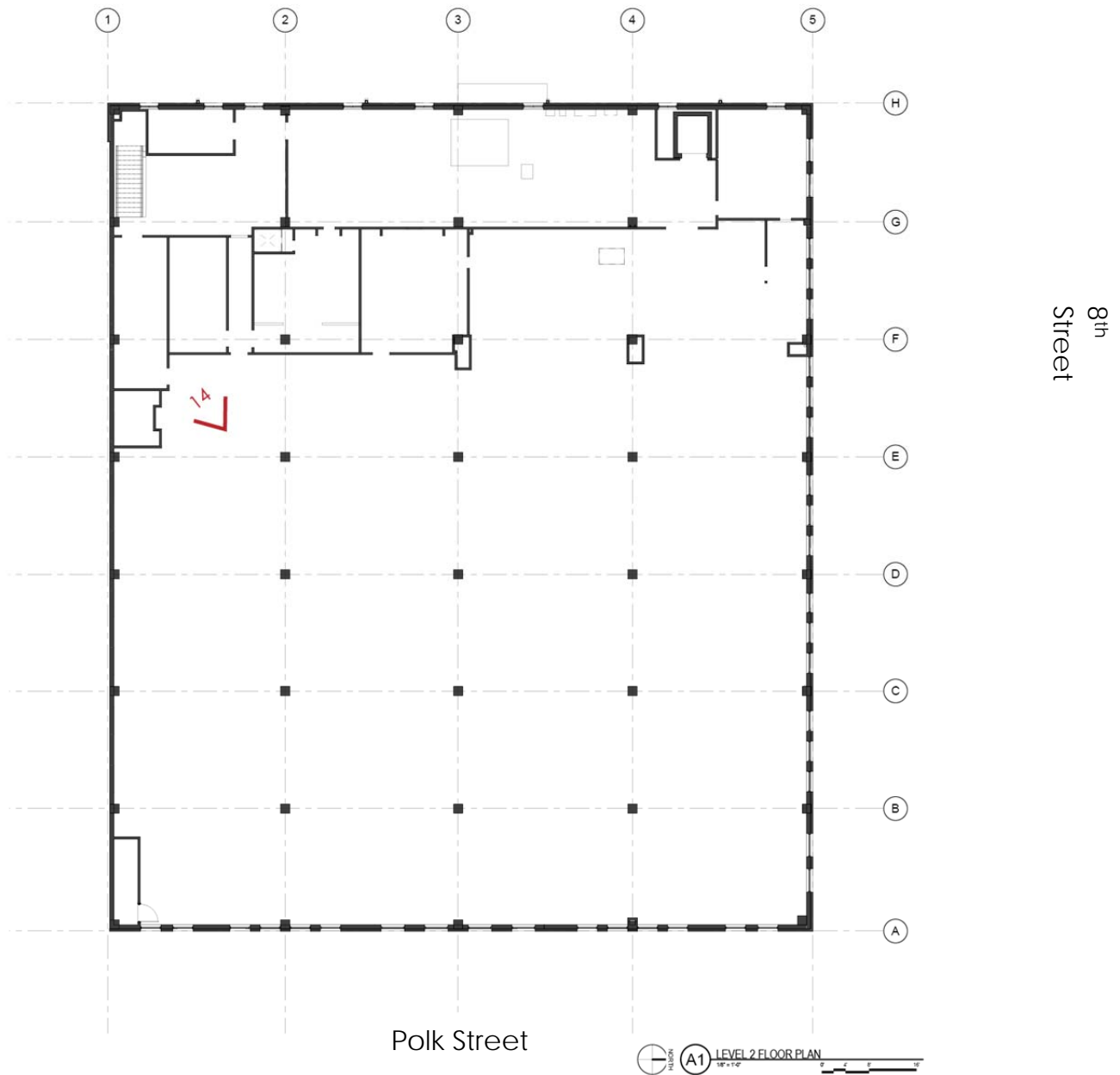
## Existing Conditions First Floor Photograph Key Plan



Levine's Department Store Building, Amarillo, Potter County, Texas

SBR Draft

## Existing Conditions Second Floor Photograph Key Plan







Levine's Department Store Building, Amarillo, Potter County, Texas

SBR Draft

